

Exhibit 18

BruxZir®

Virtually Unbreakable Restorations



Before



After



BruxZir® Solid Zirconia – Monolithic zirconia restorations for chip-proof durability

BruxZir Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. Virtually chip-proof, BruxZir is indicated for crowns, bridges, inlays and onlays. More brawn than beauty, the unique zirconia composition of BruxZir makes it ideal for your dentists' bruxing patients who do not desire metal occlusal PFM's or full-cast restorations.

Designed and milled using CAD/CAM technology, BruxZir is sintered at 1,530 degrees Celsius for 6.5 hours. The final BruxZir crown or bridge emerges nearly "bulletproof" and is glazed to a smooth surface.

Glidewell Laboratories offers a variety of ways to incorporate BruxZir Solid Zirconia restorations into your laboratory. We can also provide BruxZir marketing support to help your lab gain new business, as well as customized lab-based BruxZir training and technical assistance. See reverse for details.

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See reverse for
BruxZir options



888-303-3975

www.glidewelldental.com

GLIDEWELL DIRECT
CLINICAL AND LABORATORY PRODUCTS

BruxZir® Lab Options

Incorporate BruxZir into your lab's list of available services. When you become an Authorized BruxZir Lab, we will help dentists find you by providing your contact information on our website and in future national print advertisement campaigns. To help promote this new product, we offer an array of marketing materials including patient and doctor BruxZir brochures.



1 Send model work

Send your master and model work with pinned, trimmed dies and a bite registration. Then choose between staining and glazing BruxZir restorations at your lab for \$69/unit (4 working days) or to receive finished BruxZir restorations for \$89/unit (5 working days).



2 Send 3Shape design file

Labs that own a 3Shape Dental System (with 2010 DentalDesigner™ software) can send their 3Shape design file to Glidewell Laboratories. We mill, color and sinter the restoration — you stain and glaze. Requires 3 working days at \$59/unit. Outsource a finished crown in 4 working days for \$79/unit.



3 Acquire a 3Shape Scanner

To save \$20 per unit, purchase the 3Shape Dental System, which includes your choice of 3Shape scanner and 2010 DentalDesigner software. Use the scanner, available for purchase through Glidewell Direct, to send digital files. Included in the scanner price is a two- or three-day hands-on training workshop for two individuals at our 3Shape Certified Training Center in Newport Beach, Calif. Call 888-303-3975 for special pricing.



Become an Authorized BruxZir Lab:



4 Buy BruxZir Milling Blanks

If you own a milling system that accepts 98 mm diameter blocks, purchase the special BruxZir high translucent zirconia blanks. They are available in the following thicknesses: 12 mm for \$175/blank, 15 mm for \$225/blank, 20 mm for \$305/blank or 25 mm for \$340/blank.



5 Purchase the BruxZir Milling System

For the latest in CAD/CAM technology, purchase the BruxZir Milling System from Glidewell Direct, complete with an open system for easy, continuous integration of new developments. Lower your per-unit cost with this advanced dental system that includes a 3Shape scanner, DentalDesigner software, Delcam DentMill CAM System and BruxZir Milling Machine. Purchase of the complete BruxZir Milling System also includes final on-site installation of the system and a two-day training with the mill at your facility. Call 888-303-3975 for pricing.



GD-369-1111

Exhibit 19

Big Savings for CEREC® Connect Users

BruxZir®

SOLID ZIRCONIA
CROWNS & BRIDGES

\$79/unit
via CEREC Connect*



- ✓ Save \$20 per unit on model-free monolithic cases
- ✓ Save \$10 by eliminating impression material & tray
- ✓ Save \$7 on inbound case shipping

Total savings = \$37

IPS e.max® CAD

\$79/unit
via CEREC Connect*



- ❖ Conventional or adhesive cementation
- ❖ Virtually perfect contacts and occlusion
- ❖ IPS Empress®-like esthetics

IPS e.max and IPS Empress are registered trademarks of Ivoclar Vivadent. CEREC is a registered trademark of Sirona Dental Systems Inc.

*Price valid for model-free monolithic BruxZir or IPS e.max restorations fabricated from a digital file via CEREC connect. Price does not include \$7 overnight return shipping.

800-854-7256
www.glidewelldental.com

GLIDEWELL
LABORATORIES

"The Standard of Care"

Exhibit 20

Zirconia evolved.

UNCOMPROMISING ESTHETICS. OUTSTANDING STRENGTH. FLAWLESS FIT.



INTRODUCING THE ALL-NEW KDZ BRUXER.
THE **BEST** FULL-CONTOUR ZIRCONIA RESTORATIONS AVAILABLE.
EXCLUSIVELY FROM KEATING DENTAL ARTS.

KDZ Bruxer is the ideal combination of strength and esthetics for your posterior crowns and bridges. Each restoration is precision-milled from medical grade zirconia. It's then uniquely stained for enhanced esthetics and depth of color, before being hand finished by an expert ceramist.

"BEST LOOKING solid zirconia crown out there."

Dr. Roy Davis, Nantucket, MA

WE'RE INTO CROWN AND BRIDGE!
ARE YOU?

CALL FOR A PICK-UP TODAY

800-433-9833

keatingdentalarts.com

THE KDZ BRUXER:

- Replaces full-cast gold
- Is perfect for posterior bridges
- Is the esthetic choice



FREE ADJUSTMENT & POLISHING KIT

A \$60 value with your first KDZ Bruxer case.*



Come See Us At The Chicago Midwinter Meeting! • February 23-25, 2012 • Booth #1503

*Offer cannot be combined with any other offer or promotion. Free adjustment kit available with first KDZ Bruxer case only.